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ABSTRACT

In order for the ERIC (Educational Resources Information Center) microfiche and the MLA (Modern Language Association of America) abstract system to have maximum impact, it was felt that scholars and teachers would need to own their own microfiche readers and that the potential of microfiche must be demonstrated to this same audience. A low-cost reader (model PMR/50) commissioned by the U.S. Office of Education and developed by DASA Corporation was made available to the MLA for demonstration. The reader was shown at some 40 campuses and seven regional and national professional meetings. MLA staff demonstrated the reader, explained the proposed MLA abstract system, and displayed materials describing ERIC and MLA programs. Individual final evaluations of the demonstrations were submitted by each staffmember, and these are included in this report along with sample fiche of the MLA abstracts. MLA members favor a microfiche service and feel this type of publishing permits low-cost reproduction of materials. MLA members prefer positive to negative fiche, Diazo over Silver paper, and the COSATI format. Opinions on the DASA reader indicate the reader is liked but one in the $50 price range preferred unless it has microfiche and microfilm capabilities. Among the criticisms are that the reader has uneven light, screen sensitivity to dust, and a flimsy fiche carrier. (MT)

ED048744

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Final Report

OE Bureau of Research No. 0-0069 Contract No. OEC-0-70-2763

Period Covered by Report: 1 March 1970 to 31 December 1970

Date of Submission: 25 March 1971

Name of Institution: Modern Language Association

Title of Project: A Program to Demonstrate the Uses of an Inexpensive Microfiche Reader, and the Resources of ERIC and Other Microform Information Collections.

Name of Project Director: John Hurt Fisher

Name of Individual Preparing this Report: Mrs. Dolly D. Svobodny

OE Division: National Center for Educational Communication, Division of Practice Improvement

Since 1967, the Modern Language Association of America, in cooperation with the U.S. Office of Education, has sponsored the ERIC Clearinghouse on the Teaching of Foreign Languages. For the past two years, the MLA has endeavored to develop its own abstract system for scholarly articles on linguistics and literature. It has been felt that ERIC microfiche publications would not have their full impact and the MLA abstract system could not make use of microfiche for dissemination until two specific conditions were obtained. These were:

(1) that scholars and teachers own their own microfiche readers, and
(2) that the possibilities and value of microfiche must be demonstrated to scholars and teachers by direct examples and visits. Until recently, most research scholars had never seen a reader or handled a fiche and had no first-hand experience on which to base their opinions.

The availability to MLA's 30,000 members and to ACTFL's 9,000 members of an individual, low cost, portable microfiche reader might encourage educators to use the ERIC system and other microfiche publications that utilize the COSATI standard. Through a contract awarded in 1970 by the U.S. Office of Education to the DASA Corporation of Andover, Massachusetts, this important breakthrough in micropublishing was realized. The DASA reader, designated as the PMR/50, was placed on the market by 1 October 1970 and made available to the MLA for the demonstration purposes. Described as lightweight and portable, the reader has an 8½ " X 11" viewing screen and weighs 7½ pounds. The unit was designed to accept 4" X 6" microfiche with interchangeable grid formats for scanning control, including DOD, NMA, and COSATI formats.

Between 2 October and 4 December 1970, the second objective of demonstrating the reader was achieved. Twelve staff members of the MLA visited some 40 campuses and five regional MLA meetings for the purpose of demonstrating to MLA and ACTFL members the low cost reader and exploring the microfiche concept as a possible new publishing format for the MLA. Also, the DASA reader and six other portable readers were demonstrated at the Fourth Annual Meeting of ACTFL, 27-29 November in Los Angeles, California. A similiar demonstration was arranged for the 1970 MLA convention on 27-30 December in the New York Hilton Hotel.

EM 008 801

MLA staff members participating in the demonstration tours were selected on the basis of their expertise in MLA affairs and their familiarity and knowledge of microfiche. The names and titles of these individuals are listed in Attachment A. Dr. John Hurt Fisher, Executive Secretary; Dr. Kenneth W. Mildenberger, Deputy Executive Secretary and formerly MLA/ERIC Director, and Mrs. Dolly D. Svobodny, project coordinator, met regularly with the staff demonstrators for extensive briefing sessions. All staff members participating in the demonstrations were asked to show the DASA reader, to display brochures describing the MLA, ACTFL, and ERIC programs, to explain the MLA Abstract System and the proposed microfiche activities. Sample microfiche of the proposed MLA Abstract System, PMLA journal articles and ERIC documents were prepared especially for the tours. Other microfiche donated by leading micropublishers were also used. A sample of the abstracts on microfiche is enclosed as Attachment B. Demonstrators were asked to complete a written report evaluating their visits on the basis of audience reaction. A schedule of the tours is submitted as Attachment C. A copy of the questionnaire distributed by the project coordinator is enclosed as Attachment D. Final reports from the MLA staff members (14 reports in all since two staff members made two distinct trips) are enclosed as Attachment E. A report on the demonstration of the readers held in Los Angeles in conjunction with the ERIC workshop-exhibit is included as Attachment F. Attachment G describes the New York Hilton microfiche demonstration booth on 27-30 December 1970.

General Summary of Individual Reports.

Reaction, on the whole, both to the portable reader and the microfiche concept was favorable. In some instances, audience participation was disappointing while on other occasions keen interest was shown in the project. About 10,000 advance letters were sent during October 1970 announcing the visits and the conference showings. The Progress Report of 10 December 1970, covering the period from 1 September to 30 November 1970, described this activity and included copies of letters sent and appropriate enclosures. It is estimated that during October, November, and December, at combined visits and regional conferences about 5,000 persons saw the readers and talked to MLA staff members. Included in this group were college and high school English and foreign language teachers, college and high school administrators, college department chairmen, information specialists, librarians, language and literary scholars, graduate students, foreign language supervisors and consultants, and public school officials.

On the basis of this random sampling, the MLA feels there is a need for further exploration of microfiche projects leading to a firm proposal to be brought before its Executive Council's spring meeting. This plan would include (1) selecting the low cost reader which seems most appropriate for MLA members; (2) developing purchase plans which will not involve any subsidy for MLA; (3) developing publication plans for the abstracts and other materials that will not tax the MLA resources. Furthermore, on the basis of the sampling, these conclusions were drawn:

1. There are evidently a number of MLA members who look favorably upon subscribing to a microfiche service. Micropublishing does not imply replacement or substitution of other formats but rather a supplement to the MLA's present services.

2. The economics of micropublishing permit publication of materials conveniently and at low prices. If properly planned and administered, a micropublishing program should be self sustaining and might, by reducing storage costs,

space, and printing and mailing costs, result in added income for the MLA Materials Center.

3. Micropublishing has certain other specific advantages for scholars:

   (a) Low demand titles could be made available at attractive prices.
   (b) Microfiche publication could be used to disseminate new research.
   (c) Once produced, a master fiche does not go out of print, and duplicates can be made for a few cents.
   (d) Storage and mailing costs are minimal.
   (e) Scholars can maintain a large personal collection of valuable, specialized information relative to their fields of study without being inundated by paper. (Two thousand miles of printed materials could be reduced to six feet of cabinet space.)
   (f) A great deal of scholarly material is being made available on microfiche and the MLA materials should be included in this growing list.
   (g) A micropublishing program would open up other services: filmed editions of rare books; copies of journal articles; specialized and rapid dissemination of material that does not reach the printed stage (notes, lectures, specialized research and manuscripts).

Further planning on the part of the MLA would involve the following steps:

January to March 1971: Invite proposals from the leading microfiche reader manufacturers and micropublishers for possible adoption of their hardware and software services. Alternate plans would be considered. The MLA might arrange for members to buy the readers from one manufacturer or two; or the MLA could contract for a micropublisher to handle the films and distribute the readers (either free or at a very low cost); or the MLA could itself enter the micropublishing field by filming, processing, and distributing the materials; or both readers and films could be handled by a contractor.

March 1971: A firm proposal would be prepared for submission to the Executive Council, including actual costs, financial analysis, program goals, sales forecasts, project plans and predictions, commitments.

September 1971: Announcement would be prepared for the membership about the program. Subscription materials would be ready for mailing.

October to November 1971: Orders would be taken.

1 December 1971 to 1 February 1972: Readers would be delivered, and microfiche would begin to be sent out.

By October 1, 1972: The MLA could have a full scale micropublishing program and in this capacity begin to act as a clearinghouse on materials in the language and literary fields, and could sponsor new research and new microfiche projects. Between now and June 1971, the MLA is seriously considering publishing past issues of its journal, PMLA, the MLA International Bibliography, all MLA Materials Center publications on microfiche. This would necessitate the prior clearance from Kraus Reprint Company and the University Microfilms currently holding publication rights. There would be no MLA investment since the expense would be borne by the publisher. The main value is that apart

from the abstracts, there would begin to be a solid collection of other worthwhile items on microfiche to offer to subscribers and purchasers.

General Opinions on the DASA reader.

1. Most of the individuals like the DASA reader and expressed a willingness to buy the reader. Users surveyed would prefer a reader in the $50-$60 range unless the reader could accommodate both microfiche and microfilm and a range of magnification capabilities (20X up to 42X). In this case, users would not be adverse to paying as much as $125 for the reader. Many visitors felt the $50 price tag was unrealistic and, therefore, approve the $100 price believing it would infer higher quality.

2. Members are not apt to buy the readers unless they are offered at a better rate through the MLA facilities. Demonstrators felt that at least 1,000 readers could be sold initially.

3. At the moment, the sales ought to concentrate on the departments and libraries where students and faculty alike could borrow the equipment. Many visitors felt that departments and libraries should consider the purchase of camera and duplicating equipment for processing the microfiche.

Criticism of the DASA reader.

On the whole, the reader was well received and liked. The criticism concerned: (1) uneven light; (2) sensitivity of screen to slightest dust particles and blemishes; (3) flimsiness of microfiche carrier; (4) inadequate indexing grids; (5) great amount of static caused by the all-plastic unit. Suggestions were offered on manufacturing a plastic cover to protect the screen, and replacing the felt insertion in the interior of the unit to assist in cutting down static which, in turn, would help eliminate particles on the screen distorting the image.

General conclusions on microfiche as a publishing format.

Most of the MLA members who viewed the reader responded favorably to microfiche. They prefer positive to negative images, Diazo over Silver paper, and liked the COSATI format since most of the materials they would use are journal articles and would average about 15 pages on a microfiche. The cheaper the microfiche the more appeal it is bound to have. No micropublishing program should be considered unless it includes a precise, computerized indexing system, and an appealing packaging system. Microfiche as a unitized type of information, easily retrieved and easily stored, will be the most practical format. Three pressing problems need to be aired before micropublishing is universally accepted. These problems concern standardization, lack of materials on microfiche for the humanities scholar, and the need for a central clearinghouse to disseminate information and materials.

Standardization.

No user should be encouraged to buy a reader which can accommodate only one type of magnification if materials continue to be produced in various formats. Every effort should be made by micropublishers, librarians, associations, and

the U.S. Office of Education to standardize the formats. For the humanities scholar, the COSATI standard is the most practical. At the present time, the U.S. Government Printing Office is considering adapting a 48X ratio (400 pages per microfiche). Such a format is unreasonable for most micropublishing since the vast bulk of materials suitable and most in demand in microfiche are journal articles. The journal articles average about 15 pages or under and should be published on individual microfiche. The 48X ratio would increase the cost of the individual microfiche to about $1.00, where it would be competing with journal reprints, usually available at about $1.00. Also, the cost of the equipment would increase proportionately, and the ultimate cost of the services would be out of the reach of the average individual. Foremost, universal adoption of the COSATI standard would ensure wide use of the ERIC system since the same piece of equipment could be used for various items on microfiche.

New titles needed.

The greatest complaint of the visitors to the demonstrations was that since so few materials existed on microfiche that it scarcely warranted purchasing a reader. It would be wise to encourage publishers, journal editors, and learned associations to make their materials available immediately on microfiche. There is a great need for difficult-to-get manuscripts, rare books, out-of-print books, back issues of journals, low demand research titles, and many publications which could be purchased at a cheaper rate through the economics of micropublishing than are now available in hard copy. The holdings of the British Museum, the New York Public Library, and the Library of Congress were the collections most frequently cited as most desirable. Also, in the cases where materials are available in microfiche, the items are available in sets and very costly, and not by individual titles. Therefore, the scholar finds the entire collections too expensive and may not want the full range of all the titles. Special arrangements should be made to make the low cost, single titles available.

Central clearinghouse suggested.

There is virtually no central organization from which potential microfiche users can obtain information on micropublishers or submit ideas for new publications. Also, many producers, either micropublishers or would-be publishers and manufacturers, are in need of advice on what titles, formats, quantities, and types of microfiche might be produced for the humanities scholar, and specifically what techniques of indexing and packaging are most suitable. Most of these manufacturers are management and production experts and have little or no experience in literary and linguistic affairs. The MLA could well fulfill this function by virtue of its experience and contacts in micropublishing. The most vital service to be performed would be to encourage new research designed expressly for microfiche, and to serve as liaison between the individual scholar and the publisher. In this capacity, the MLA could be an influential voice in establishing standardization, encouraging the publication of new titles, making single titles available, advising the publishers and scholars of future micropublishing projects, informing microfiche users of new products and titles, and generating new research.

Suggestions for future projects.

1. Back issues of the leading linguistic, literary, and language pedagogy journals were most in demand. A major project would be to make the individual articles available on microfiche and then prepare a general index of the entire journal beginning with the original date of publication.

2. Publishing the full body of each of the major literatures on microfiche. For example, the leading encyclopedias, dictionaries, anthologies, histories of the literatures, special editions of the masterpieces, and the critical editions of the masterpieces.

3. Preparation of a Thesaurus of World Literatures and Languages, including cultural aspects. Such a document would serve as a guide for the indexing to be used in the journals and as a basic guide for the microfiche collections of literatures.

Certification

Contract Officer	Project Director
Date	3/26/71 Date

ATTACHMENT A

Final Report - OE Bureau of Research No. O-0069

Contract No. - OEC-0-70-2763

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Project Director: John Hurt Fisher

OE Division: National Center for Educational Communications, Division of Practical Improvement

Individual Preparing this Report: Mrs. Dolly D.Svobodny

Date of Submission: 15 March 1971

Period Covered:1 March 1970 to 31 December 1970

MLA Staff Demonstrators

Attachment A
(contract no. OEC-0-70-2763)

Walter Achtert
Assistant to the Executive Secretary

Mrs. Margaret Barr
Administrative Assistant to the Executive Secretary

Warren C. Born
Director, MLA's
ERIC Clearinghouse on the Teaching of Foreign Languages

Richard I. Brod
Coordinator
Association of Departments of Foreign Languages
(ADFL)

Mrs. Judith Coppi
Coordinator
Faculty Exchange

Walter Georgov
Director, Administrative Services

Judy Goulding
Editorial Assistant

Richard Loew
Foreign Language Specialist
MLA/ERIC

Dr. Kenneth W. Mildenberger,
Deputy Executive Secretary

Joyce Rheuban
ERIC Staff Secretary

Hans Rütimann,
Director, Computer Services

Mrs. Dolly D. Svobodny
Coordinator, Microfiche Project
MLA/ERIC Foreign Language Specialist

ATTACHMENT B

Final Report - OE Bureau of Research No. 0-0069

Contract No. - OEC-0-70-2763

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ATTACHMENT C

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MICROFICHE DEMONSTRATION PROJECT
SCHEDULE OF TOURS

Tour No. 1 [Coppi]

M	5 Oct	fly NY to St. Louis
*Tu	6	Washington Univ [Rm. 252, Level 2, Olin Lib; Richard Ruland]; fly Denver
*W	7	Univ of Colorado [Rm 159, Univ Memorial Center; Lewis Sawin]
Th	8	fly Sun Valley, Idaho
F	9-Sa 10	Rocky Mountain Modern Lang Assn [booth no.]
Su	11	fly NYC

Tour No. 2 [Georgov]

M	12 Oct	NY to Springfield (Amherst)
*Tu	13	Univ of Massachusetts [Bartlett Hall; Joseph Frank]; train to New Haven
W	14	Yale Univ; train to NYC

Tour No. 3 [Rheuban]

Tu	13 Oct	NY to Binghamton
*W	14	SUNY, Binghamton [English Conf Rm (Library Wing 132); Charles A. Carpenter]; fly Ithaca
*Th	15	Cornell Univ [Dept of Maps, Newspapers & Microtexts, Olin Research Lib; Donald D. Eddy]; fly Syracuse
*F	16	Syracuse Univ [106 Hall of Languages; J.A. Bryant]; fly NYC

Tour No. 4 [Achtert]

M	19 Oct	NY to New Orleans
*Tu	20	Louisiana State Univ, New Orlenas [Long Library; George F. Reinecke]
W	21	fly Houston
*Th	22	Rice Univ [Faculty Lounge, Rayzor Hall]; fly Austin
*F	23	Univ of Texas [Tobin Rm (a.m.) & English Lounge (p.m.), Mod Lang Bldg; W.P. Lehmann]
Sa	24	CRA meeting
Su	25	fly NYC

Tour No. 5 [Barr]

Tu	20 Oct	NY to Detroit (Ann Arbor)
*W	21	Univ of Michigan [Rm 2601, Haven Hall; Richard Bailey]
*Th	22	Wayne State Univ [Rm 446 (a.m.) & 447 (p.m.) Speech & Lang Bldg]; fly Minneapolis
*F	23	Univ of Minnesota [Conf Rm, 207 Main Engineering]
Sa	24	fly NYC

Tour No. 6 [Loew]

Su	25 Oct	NY to State College, Pa
*M	26	Pennsylvania State Univ [Rm 216, Willard Bldg; H T Meserole]; fly Pittsburgh
*Tu	27	Carnegie-Mellon Univ [Baker Hall 255-B]
W	28	fly Milwaukee
*Th	29-Sa 31	Midwest MLA [booth no. 36]
Su	1 Nov	fly NYC

Tour No. 7-1 [Mildenberger]

Tu	27 Oct	NY to Columbus, Ohio
*W	28	Ohio State Univ [Rm 407, Denney Hall; Albert J. Kuhn]; fly Memphis
*Th	29-Sa 31	South Central MLA [Booth no. 29, Sheraton-Peabody Hotel]
Su	1 Nov	fly NYC

Tour No. 7-2 [Brod]

Su	1 Nov	fly Charlottesville
*M	2	Univ of Virginia [Graduate Faculty Lounge, Wilson Hall; Spencer Hall]
Tu	3	fly Washington, DC
*W	4	Univ of Maryland [Rm 240, Taliaferro Bldg]
*Th	5-Sa 7	South Atlantic MLA [Booth 41, Washington Hilton Hotel]; fly NYC

Tour No. 8 [Rutimann]

Tu	3 Nov	NY to Kansas City
*W	4	Univ of Missouri, Kansas City [Alumni Lounge, Univ Cntr; James Read]; fly Seattle
*Th	5	Univ of Washington [Conf Rm, Main Library; Kenneth S Allen]
*F	6	Western Washington State Coll (Bellingham) [Lounge, Dept of English; Robert McDonnell]
Sa	7	fly NYC

Tour No. 9 [Svobodny]

M	9 Nov	NY to Boston
*Tu	10	Boston Univ [George Sherman Lounge]
W	11	Veterans' Day [holiday]
*Th	12	Salem State Coll; train to Providence [Lecture A & B, Student Union]
*F	13	Brown Univ [Horace Mann Room 308; Andrew J. Sabol]
Sa	14	fly NCY

Tour No. 10 [Feingold]

Tu	10 Nov	NY to Toronto
*W	11	Univ of Toronto [Typing Rm, 2nd fl, St Michael's Coll Bib; Rev J B Black]
Th	12	fly Madison, Wis
*F	13	Univ of Wisconsin [Rm 1418 (Faculty Lounge), Van Hise Hall, 1220 Linden Dr; J Thomas Shaw]
Sa	14	fly NYC

Tour No. 11 [Pell]

Tu	17 Nov	NY to Tallahassee
*W	18	Florida State Univ [Rm 240, University Union; G M Harper]; fly Atlanta
*Th	19	Emory Univ [Assembly Rm, basement, Church Schl Bldg; Frank Manley]
Su	22	Fly NYC

Tour No. 12 [Born]

Tu	17 Nov	NY to Durham
*W	18	Duke Univ [Staff Rm, English Dept; Oliver Ferguson]
*Th	19	Univ of North Carolina [Greenhall Lounge]; fly Columbia, SC
*F	20	Univ of South Carolina [Trustees Gallery, Columbia Art Museum; Calhoun Winton]
Sa	21	fly NYC

Tour No. 13 [Georgov]

*M	23 Nov	NY to New Brunswick; Rutgers Univ [Scott Hall; Daniel F Howard]; train to Philadelphia
*Tu	24	Temple Univ [Engl Grad Off, 1928 Park Av]; train to NYC

Tour No. 14 [Brod]

W	25 Nov	NY to Los Angeles
Th	26-Sa 28	American Council on the Teaching of For Langs
Su	29	fly San Francisco [Hotel Biltmore, Conference Rms 3-4]
*M	30	Univ of California, Berkeley [300 Wheeler Hall]
*Tu	1 Dec	San Francisco State Coll [Rm 233, Humanities; David Renaker]
W	2	fly NYC

ATTACHMENT D

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MEMORANDUM

TO: MLA Staff members serving as Microfiche Demonstrators

FROM: Dolly D. Svobodny

Re: Guidelines for completing written reports on the microfiche tours.

Please be certain that you include the following information:

Participants.

Location.

Date.

Demonstrator.

Attendance.
(If low, explain some of the extenuating circumstances. Were faculty meetings held simultaneously? Were any receptions held? Was your demonstration held in an out-of-way building not easily accessible to your audience? Were there any local holidays or events? Were chairmen and most of the faculty away from the campus? What were weather conditions like? Was the weather bad enough to keep an audience away? Were the advance letters not received? Was your contact man fully advised and did he act accordingly?).

Overall reaction to microfiche.

Overall reaction to low-cost readers.

Overall reaction (and criticism) of DASA reader.

Suggested Projects for Microfiche Publishing.

Reaction to Possible MLA Microfiche Projects.

Other Comments on Other Projects.

Additional Comments.

Your Personal Suggestions for Tours, for Demonstrations, for Microfiche Projects.

Your Personal Reaction to Microfiche and to the Reader.

ATTACHMENT E

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Date of Submission: 15 March 1971

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Report on Microfiche Tour No. 1
(Washington U., U. of Colorado,
& RMMLA--5-11 Oct. 1970)
Judith Coppi

Washington U.--22 persons attended the two demonstrations
U. of Colorado--10 persons attended the two demonstrations (four of whom were from the Library)
RMMLA--25-30 persons stopped by to see the reader. Since the demonstrations were in the Exhibit Area in a hall, it was more difficult to give lengthy demonstrations and most people just took a quick look.

The reaction to the reader was, on the whole, very favorable. People seemed impressed with the quality of illumination and the clarity of the fiche. They liked the idea of a portable reader that they would be able to use in their home or office. Everyone who wanted to had an opportunity to operate the reader and no one seemed disturbed at the prospect of using a "mechanical thing" instead of reading a book. While most people felt that a price in the neighborhood of $50.00 was very reasonable, some wondered why their libraries couldn't purchase the readers and then rent or loan them to faculty. People who expressed willingness to purchase readers indicated that they would not do so until they knew what documents and material pertinent to their field were available on fiche. The information that I was able to give them about ERIC fiche and the publications listed in "A Word About Microfiche" did not seem to be sufficient. Several members indicated that their interest was in obscure manuscripts and unpublished dissertations, rather than in PMLA and other journals, and wanted to know when this type of material would be available on fiche.

Below are several questions which came up repeatedly. Although I was able to answer most of them, I was left with the distinct impression that members want more facts about fiche (particularly what's available), before they would purchase readers.

1. Is is possible for me to have a document converted to fiche myself? If so, who would do it? Is it expensive? Where should I write?

2.--Microfiche Tour No. 1

2. Can fiche be reconverted to hard copy? How much does it cost and where could I have it done?
3. How expensive is it to convert microfilm to fiche? Who does it? Where should I write? (Question was asked by persons who have invested in microfilm libraries and who would need a reader that would take both film and fiche if they were unable to have the film inexpensively converted).
4. How much eye strain is involved when using a reader?
5. What kind of coding or index system would MLA use for MLA Abstract fiche?
6. Would all of the material now available on microfilm be converted to fiche? If so, when would this be done?

Microfiche Demonstration Tour - Tour No. 2

Walter Georgov

To: University of Massachusetts at Amherst Oct. 12, 1970
Yale University, New Haven Oct. 13, 1970

Was disappointed in number of persons that came to see the reader. Eight at UM and six at Yale, of which three were graduate instructors who saw and asked about the demonstration solely because they were being served their afternoon tea in the same room.

The overall reaction to Microfiche was good. Particularly, the microfiche of the MLA Abstract System. Most preferred using these microfiche for demonstration mainly because there were several examples of categories and periods and they preferred looking at something that interested them.

The DASA reader was received well for its mobility. Some thought its operation a little awkward but allowed for inexperience. Most common comment was a hope for a reader that could handle both microfiche and microfilm. Those who were and would be most interested in obtaining a reader were also concerned about what they personally already have collected in microfilm.

The Yale response was so small partly because the room assigned was in a very out-of-the-way location. It's too late now on this project but if any similar type undertaking should come up in the future this fact should be remembered.

Microfiche Tour No. 3

Binghamton, New York-Wednesday, October 14, 1970

Approximately 18 people attended my microfiche demonstration at Harpur College, State University of New York at Binghamton. Of these about 4-5 were graduate students and about 3 or 4 were librarians. The rest were instructors, assistants and professors from the English department. Professor Carpenter, the contact person at SUNY, said he had sent out one advance notice of the demonstration in addition to our letters.

The reception here was generally favorable. There was enthusiasm for the reader as a research tool in studying large, now expensive libraries and hard-to-get old and rare books. The librarians and a majority of the others thought the negative fiche was more readable and easier on the eyes. A number of the people asked if micro-opaque-cards were in, or could easily be converted to microfiche. Interest was expressed in the availability of the Evans Bibliography of American Literature in microfiche.

Those who came would favor purchasing a microfiche reader at least for the English and FL departments and for the library.

The room was a conference room situated with the English offices in the Library Building.

Ithaca, New York-Thursday, October 15, 1970

About 15 people came to the demonstration at Cornell University, Ithaca, New York. About five were librarians. Several were graduate students, the rest were English faculty.

The feeling was expressed that in its next step in publicity for the project the MLA should make clear the fact that there are other readers available and describe their advantages and/or disadvantages. There was also concern that the DASA reader may soon be made obsolete by the general acceptance of ultra-microfiche.

The consensus was, however, that several DASA readers should be purchased for the libraries and various departments. There was interest in the suggestion that several readers be available to be loaned out from the library. Several people also said they would like to buy the DASA reader for their personal use.

The room, in the basement of Olin Library, was located in the microtexts and newspapers room and was used to store micro-card texts.

Syracuse, New York-Friday, October 16, 1970

Professor Bryant, Chairman of the English Department and the contact person at Syracuse University, was instrumental in making this the most successful visit of my tour. He sent out two advance notices of the demonstration. Throughout the day he brought and sent people whom he saw to the demonstration and recommended the demonstration to all of his graduate classes.

About 35 people saw the reader. There was a relatively large number of graduate students; there were several FL instructors and the rest were from the English department.

In terms of enthusiasm, this was also the most successful of my demonstrations. The graduate students and faculty members were quite interested in, and excited about the possibilities of the reader for research and individual study. In particular, a wish to obtain old American journals on fiche was expressed. They saw great advantage in obtaining large, old libraries inexpensively on microfiche as opposed to the very expensive reprints and Xerox copies of these. The idea of the MLA abstract system and products on microfiche was also welcomed.

The suggestion was made here, too, of having these readers at the library to be checked out for personal at-home use. The question arose as to the cost of having something one needs for study or research put into microfiche form. Several people wanted to know if the complete works of Hazlitt are now, or will be on fiche.

A large number of the people who saw the reader said they would like to purchase one for their personal use. Faculty members said they would like several for library and departmental use.

The room was an English seminar room in the ground floor of the Hall of Languages building.

Joyce Rheuban

TOUR 4 A

Microfiche demonstration at Louisiana State University, New Orleans, Tuesday, 20 October 1970.

Location: Long Library, seminar room

Demonstrator: Walter S. Achtert, Assistant to the Executive Secretary, MLA

Attendance: approximately 25 persons, of whom about ten were graduate students at Louisiana State, two were on the staff of the library, and three represented local high schools. The remainder were mainly professors from various departments at LSU.

Overall reaction to microfiche: very favorable. The Long Library at LSU makes extensive use of microforms (as it was established but six years ago) and the members of the university community are quite familiar with microfiche, as well as microfilm and micro-opaque cards.

Overall reaction to low cost readers: very favorable.

Reaction to DASA PRM/50: very favorable. The Director of the Long Library, Dr. Gerald Eberle, was enthusiastic about the DASA reader. He is not satisfied with any of the microfiche readers the library presently owns. Some persons suggested that the shield into which the fiche are inserted should be a little sturdier so as to prevent warping of the fiche by the heat.

Suggested projects for microfiche publication: more out-of-print books and back issues of serials.

Reaction to possible MLA microfiche projects: A number of persons suggested that having the MLA Abstract System alone on microfiche would be sufficient to justify the purchase of an inexpensive reader. The suggestion was made repeatedly that the MLA should act as a central distribution point for articles on microfiche and as a source of information on the serials and books in languages and literatures that might become available.

Other comments: Of all the persons who came to see the reader, only one was even vaguely interested in ERIC. They all knew what ERIC was and had used the ERIC documents (to which LSU subscribes).

Suggestions for future tours and demonstrations: It is essential that the fiche be examined before they are given to the demonstrators for use. All of the ERIC fiche that I had were defective, the fiche of articles from PMLA were frequently mislabeled. Apparently some of the abstracts on the fiche for English VI are out of order. Each failure of this nature that should have been detected in the fiche before they left the MLA office causes the demonstrator to have to explain away the sorts of problems the members are all to ready to suspect will develop if the MLA should go into microfiche publication.

TOUR 4 B

Microfiche demonstration at Rice University, Austin, Texas, Thursday, 22 October 1970.

Location: Faculty Lounge, Raynor Hall, Rice University

Demonstator: Walter S. Achtert, Assistant to the Executive Secretary, MLA

Attendance: approximately twenty persons, of whom three were librarians and two were not in the field of languages and literatures.

Overall reaction to microfiche: favorable. No one was very familiar with any microforms other than microfilm, although Rice University has an extensive Human Relations Resources collection on microfilm.

Overall reaction to low cost readers: very favorable.

Reaction to DASA PRM/50: very favorable.

Suggested projects for microfiche publication: none.

Reaction to possible MLA microfiche projects: very enthusiastic about abstracts on microfiche, suggesting also that the articles also be made available.

Other comments: A desire was expressed that there be an "on-demand" service for materials on microfiche, similar to the service University Microfilms now provides on microfilm.

Suggestions: see report on demonstration in New Orleans.

TOUR 4 C

Microfiche demonstration at the University of Texas, Austin, Friday, 23 October 1970.

Location: 201 Batts Hall (a.m.); 202 Parlin Hall (p.m.), University of Texas, Austin.

Demonstrator: Walter S. Achtert, Assistant to the Executive Secretary, MLA

Attendance: over sixty persons (the actual number was well over sixty). Included in the persons attending were representatives of the University of Texas Library and representatives of Southern Methodist University and Southwest Texas State University.

Overall reaction to microfiche: very favorable. Most of the persons were already familiar with microfiche.

Overall reaction to low cost readers: very favorable. Some persons wanted to place immediate orders.

Reaction to DASA PRM/50: very favorable.

Suggested projects for microfiche publication: additional out-of-print books and serials.

Reaction to possible MLA microfiche projects: enthusiastic about the Abstract System.

Other comments: Many persons wanted to see a service set up whereby a member could send microfilm that he owns and have it converted into microfiche for a small fee.

Suggestions: see report on demonstration in New Orleans.

MICROFICHE TOUR #5

LOCATION: University of Michigan, Ann Arbor, Michigan

DATE: 21 October 1970

PARTICIPANTS: At least 35

DEMONSTRATOR: Margaret J. Barr

The microfiche demonstration at the University of Michigan was a tremendous success. It was held in the faculty coffee lounge from 10 a.m.-12 noon and 1-4 p.m. There was a steady stream of both faculty members and grad students many of whom came back for a second time. Of the 35 there was only one cynic and one who expressed the fear that fiche might eliminate books but still was facinated by the reader. The rest thought there were untold possibilities for research and teaching. A microfiche reader ~~xxxxxxxx~~ selling for under $100 was acceptable to all. They had thought the $50 originally quoted was unrealistic. Not only were faculty members interested in individual readers but also in obtaining one to three for their departments. The Dasa reader was on the whole not acceptable. They were interested in a reader which could take both fiche and film and the idea of a reader being able to project was an added benefit. The biggest concern was the availability of material (i.e. rare manuscripts, articles from European publication, etc.). It was suggested that some agency should coordinate and standardize the fiche.

LOCATION: Wayne University, Detroit, Michigan

DATE: 22 October 1970

PARTICIPANTS: 25

DEMONSTRATOR: Margaret J. Barr

The microfiche demonstration was held in the Department of Slavic and Eastern Languages located in the Speech and Language Building. This is a new building on the outskirts of the University and therefore most of the 25 faculty members and grad students were in foreign languages. The response was lively on the whole. Only one person was what John Fisher would label a luddite. The others were extremely interested and wanted to know how soon the readers would be available. A couple were ready to place orders then and there. The possibility of a reader costing from $70 to $100 did not seem a determent. Many would like a reader that would not only take fiche but also film. The idea that a reader might project was greeted with great enthusiaasm. There I learned of microfiche on Slavic available at Swedish libraries and that somewhere in Europe microfiche on Russian is available. The same questions on coordination and standardization were asked. It was suggested we investigate the possibility of getting foreign journals on microfiche. Also old English manuscripts.

LOCATION: University of Minnesota, Minneapolis, Minn.

DATE: 23 October 1970

PARTICIPANTS: More than 25

DEMONSTRATOR: Margaret J. Barr

The microfiche demonstration was held in a Department of English conference room. A memo giving particulars and setting the hours of 11 a.m. and 2 p.m. had been circulated to English faculty members and grad students. I spent a half hour on the phone calling foreign language departments to remind them of the demonstration and that I would be available from 10 a.m to 12 noon and 1-4 p.m. From 11 a.m. there was a steady stream of people. Great interest was shown and again orders could have been taken.

OVERALL EVALUATION: I would not hesitate to say the tour was a great success. At least 98% of the people I spoke with were enthusiastic about having the abstracts, articles, and various other materials on microfiche. From the comments I got I think a lot would appreciate having PMLA on microfiche. The ideal reader should cost under $100, be able or convertable to take microfilm and project. The Dasa reader was acceptable to some but persons having any knowledge of microfiche readers did not particularly like it. They wanted to know more about availability; would readers be available to departments; when would they have additional information about the reader.

SUGGESTIONS: Obtain professional microfiche for the remaining tours (i.e. University Music Editions and old manuscripts). More copies of the list of journals participating in the MLA Abstract System. Elimination in the letters of the $50 price on readers. I would like to commend Dolly on the fine job she did in preparing me to go on this tour.

MLA INTER-OFFICE MEMO

TO: Dolly Svobodny

DATE: 2 November 1970

FROM: Richard Loew

SUBJECT: Microfiche Tour #6

FYI_____ REPLY TO

ON OR BEFORE:

cc:

Attendance at the Penn State demonstration was extremely poor. Only five persons came to the demonstration room. The reaction to the machine was favorable and the abstract system received favorable comment. Thomas F. Magner (Slavic Languages), 116 Sparks Building, Penn State, wants to purchase a reader.

At Carnegie-Mellon, attendance was also very poor. Some 15 people came and were generally split in their opinion as to whether they would have or will purchase a reader for personal use. Many see it as a departmental instrument. Dr. Slack, Director of English Studies, feels that is a terrible mistake to offer abstracts at this time since the costs will inevitably force a rise in membership dues and that, he feels, will definitely hurt the association. He also felt that it is wrong to charge all the members, through their dues, for a service that only some of the members want. At least half of the people here felt that they would utilize the microfiche reader if purchased by the department.

In Milwaukee, with some 1900 MMLA members attending the annual conference, I spoke with 100 to 150 members at the exhibit booth we were designated to use. Interest was high but frequently members felt that they could not afford the cost of the reader, particularly with the economic situation as it is. At least half expressed an interest in using the reader somewhere and virtually all felt that the abstracts would be useful. James W. Marchand, German Department, U. of Illinois was particularly interested in obtaining a reader. If specific reference collections could be made available of the multitudinous areas of specialization, many persons would find the purchase of the reader justifiable in terms of personal use. In other words, I suggest that we prepare a list or breakdown of specific materials for areas of specialization to send to the members for their consideration with the form describing their options in the selection of abstract collection format. Louis Marder suggested that page reference be included in each abstract for each article.

My general impression is that it will not be difficult in obtaining 1,000 orders from individual members and several thousand more from departments and libraries. While many problems will arise from the use of such a system, I believe that the MLA should move forward with its plans for the abstract system.

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2 November 1970

Memorandum - Tour 7 A

Subject: Demonstration of MLA abstract system and microfiche reader at annual meeting of South Central MLA, Memphis.

Dates: Friday-Saturday, 30-31 October.

Location: Demonstration was originally scheduled in a remote hotel room, and no times were printed in the program. The demonstration was moved to the publishers' exhibit area on the Friday afternoon, with improvement of attendance.

Attendance: During the morning and afternoon of the Friday, and the morning of the Saturday, approximately thirty-five people stopped and were fully informed about the exhibit. Almost all came deliberately in order to learn what was going on (i.e., not merely lonely and curious). A variety of languages were represented, but English predominated.

Reaction: The potential of microfiche received excellent reaction among the viewers. Also, it was clear that the MLA abstract program was anticipated with much satisfaction, irregardless of microfiche.

Other: Frequently, viewers who were pleased with the idea of microfiche documents suggested that language departments, purchasing a number of microfiche readers for loan to teachers and/or graduate students, would offer a significant way to break through on a mass purchase order for readers.

Also, the extra pitch on the book-size reader, with all of its special advantages clearly excited major interest.

Kenneth Mildenberger

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2 November 1970

Memorandum - Tour 7 B

Subject: Demonstration of MLA abstract system and microfiche reader at Ohio State University, Columbus, Ohio

Date: Wednesday, 28 October 1970

Location: Albert Kuhn, Chairman of the Department of English, scheduled the demonstration in the faculty lounge of the Department of English, a good location with considerable traffic, especially by young teaching assistants in the Department.

Attendance: Two demonstrations had been announced, at 11:00 a.m. and 2:00 p.m. About ten people appeared at each. But because of the location, I was also able to collar and talk to about fifteen others in the course of the day, for a total of about thirty-five interested listeners. Most were from English (there are about 250 members of this Department) and most were young. One Slavic professor and about four German professors came.

Reaction: Those who came were seriously interested. They reacted well to the prospect of the MLA abstract system, and they generally expressed readiness to buy a good personal reader in the $50-$60 range.

Other: The following significant comments were made by more than one participant:

a. It would be desirable for language departments to buy numbers of personal readers which faculty members and/or graduate students could check out for research.

b. Any proposal from MLA for a reader purchase plan would be enhanced if it included specifications (including likely costs) for MLA members to get microfiche reproductions of their own notes, research files, etc.

Kenneth Mildenberger

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MICROFICHE READER DEMONSTRATION TOUR No. 7-2
2-7 November 1970
Richard I. Brod, MLA Staff Associate
Coordinator, Association of Departments of
Foreign Languages.

On this tour, the DASA Microfiche reader was demonstrated on the campuses of the University of Virginia, Charlottesville, Virginia (2 November); and the University of Maryland, College Park, Maryland (4 November); and at the Annual Meeting of the South Atlantic Modern Language Association, at the Washington Hilton Hotel, Washington D.C. (5-7 November 1970). On the two campuses, the demonstration was held in each case in the departmental library of the English department. At the SAMLA Convention, the reader was set up in a booth in the exhibit area of the hotel's convention center.

At the University of Virginia, about 25 persons attended the demonstration, most of them members of the English and Foreign Language departments at the University; one or two were on the Library staff. At the University of Maryland, nearly 30 attended the demonstration, despite bad weather and conflicting local events. Most of those attending represented the local English and Language departments, but some came from state colleges and junior colleges in the vicinity in response to the letter announcing the demonstration. At the SAMLA Convention, between 150 and 200 participants in the convention came to the demonstration booth. Many of them had already received the letter and flyer; others obtained them from the booth. Visitors represented a large number of colleges and schools, both in the Washington D.C. area and in the states which comprise the South Atlantic region. Several representatives of major libraries, including the Folger Library and the Library of Congress, also came to the demonstration.

The general reaction of the microfiche reader and to the use of microfilm was favourable and enthusiastic. Most of the visitors had had experience with microfilm readers and were convinced that microfiche are generally superior and more useful to them than microfilm. Their questions were concerned largely with material that are now available and can be expected to become available on microfiche. Most visitors appeared satisfied with the performance of the DASA reader and seemed to find its price and its physical features quite acceptable.

Questions were generally of a speculative nature: the possibility of portable readers usable for both fiche and film, having books and manuscripts reproduced on fiche "to order", having film reproduced as fiche or transformed into fiche, having printed copies made from fiche image, and improvements in

the features of the portable microfiche reader

Response to the MLA's microfiche project, in particular the plan to reproduce the MLA Abstract Series on microfiche, was also highly favorable and enthusiastic. Many of the members of MLA and SAMLA who attended the demonstration proved to be quite knowledgeable and well informed on the subject of microreproduction. Many of them asked me how soon they could expect to be able to purchase a portable reader.

Edward I. Bruce

Microfiche Tour No. 8

University of Missouri, Kansas City--Wednesday, 4 November 1970

The attendance was quite low (approx. 12 people all day). I can only guess why this number was that low even though the University of Missouri is a large institution. One reason may have been the location of the demonstration site. The alumni lounge in the Student Union Building is rather hidden. Only teachers who had received MLA's letter dropped by and those who did showed some interest. Probably the main reason for the low attendance was lack of some advance publicity within the department and some organizational effort on behalf of our contacts. The attitude of the faculty toward the microfiche may best be summed up with the comment of a member of the French department. He said simply: "Je m'en microfiche."

University of Washington, Seattle--Thursday, 5 November 1970

What can be achieved with some effort and some genuine interest on behalf of the people we asked to act as contacts and hosts was demonstrated on this campus. Professor Heilman, Mr. Allen, Associate Director of the libraries, and Mr. Heidenreich, Manager of Microfilm Services, did a splendid job in organizing the demonstrations. The location was the main conference room of the library and Mr. Heidenreich was host during the entire day; he greeted the guests, did the introductions, and also gave me the grand tour of the main library.

The result of the work done by Messrs. Heilman, Allen, and Heidenreich became evident when people started signing in for the first demonstration. The enclosed photocopy of the guest register of the afternoon session reveals which departments are most interested in the concept of microfiche and reader. Including the guests who did not sign the register (at times, the entrance was too jammed), I reached anywhere between 80 to 100 people. The question and answer period after my presentation was lengthy but the questions asked revealed genuine interest. I could have sold about ten readers on the spot.

The overall reaction to microfiche and a low-cost reader was enthusiastic but there was some criticism of the DASA reader. One of the main objections: Uneven spread of light. "If this could be remedied," one librarian commented, "this reader could become the Volkswagen in the reader market." Other questions: "How easy is it to clean the back of the screen"? Will it be easy to obtain a replacement for the plastic folder should it be badly scratched"? And an important point: "If this project gets off the ground, will the libraries start transferring material from film to fiche"?

The university's committee on information retrieval took advantage of my presence and arranged a separate session to talk about MLA's efforts to computerize the bibliography and the abstract system.

Western Washington State College--Friday, 6 November 1970

The attendance on this lovely campus was better than in Missouri even though the university is much smaller. I set up shop in the coffee lounge of the Humanities Building and talked to approximately 20 people. Professor McDonnell, Chairman of the English Department, was the host and I appreciated his spending a lot of time in his busy day to introduce me to his colleagues and to show me the campus. The interest in the microfiche and the reader was intense and some of the most interesting suggestions and criticisms came out of this meeting (see summary).

The successful demonstrations and talks in the State of Washington put me in the right mood to thoroughly enjoy the ride through the spectacular countryside up north across the border to Vancouver, Canada. The customs officer was puzzled by the reader and I gave him a little demonstration.

Summary

- In general, the idea of microfiche and a low-cost reader for the individual was well received.
- The price of under $50 was considered very reasonable.
- Of course, one of the recurring questions referred to materials already available on microfiche. At Western Washington State College, one teacher made this point: If MLA could point out to its members that, in addition to materials available on fiche, it will be easy (through commercial companies) to transfer personal files and notes to microfiche, the potential market would increase.
- The uneven spread of light was criticized frequently.
- When making a reader available to its members, MLA could consider offering a more complex reader at higher cost in addition to the low cost model. I have met a number of people who would not mind at all paying more if they decide to use microfiche extensively.
- In order to reach more people, future demonstrations could be helped if a mimeographed sheet with time and place of the meeting could be displayed on a table in the hallways and tacked to the students' activities board.
- An advertisement in the students' newspaper in any given institution might also help.

17 November 1970 Hans Rütimann

MEMORANDUM

Tour No. 9 A

Dolly D.Svobodny

Subject: Demonstration of MLA abstract system and microfiche reader at Boston University, Boston, Massachusetts.

Date: Tuesday, 10 November 1970

Location: The demonstration was held in the River Terrace Lounge of the George Sherman Student Union. The room was accessible to students but difficult for faculty members to reach as the main campus is in isolated buildings down the road. Extremely difficult parking conditions probably discouraged visitors from other campuses. Also, Boston University is experiencing a turbulent era of student unrest, student strikes and bomb threats. Many faculty members from other campuses telephoned and asked about demonstrations elsewhere. Since the DASA Corporation is located in nearby Andover, I arranged through the firm to have various MLA members view the reader at the plant site.

Attendance: Despite the campus unrest, poor parking, and heavy rains, about 55 persons attended the demonstration. More than 20 persons asked for appointments other than the scheduled 10:00 A.M. and 2:00 P.M. demonstrations. Consequently, the reader was on view continuously from 9:30 A.M. to 5:00 P.M.

Reaction: Those who did attend the presentation were highly enthusiastic about the reader and the microfiche concept. Most of the visitors were young professors and they were from the English and Foreign Language Departments. There were several librarians, many graduate students, and a good representation from the Harvard faculty. Visitors would like to see the abstract system on microfiche but were more anxious to see PMLA, the actual Journal articles of the abstract system and the MLA International Bibliography. Participants like the reader and would be willing to purchase a reader in the $50-$60 range. Almost all of the individuals to whom I spoke, saw no other alternative but for MLA to enter the micropublishing field and they were eager to share in the educational innovation.

Suggestions: In my opinion, Boston University was a very poor choice because of its location, its lack of rapport with the other universities in the area and its limited library facilities. Harvard, where almost all of the visitors came from, with its extensive library system would have drawn a much larger crowd.

General Comments: Two English Professors from Harvard questioned the use of author abstracts in the abstract system. They would rather see professional writers handling the abstracts. Also, they felt that there were more urgent projects (Journal articles, out-of-print or rare books, specialized manuscripts, and low demand titles) which should take precedence over the abstract system.

15 November 1970

Memorandum

Tour No. 9 B

Dolly D. Svobodny

Subject: Demonstration of MLA abstract system and microfiche reader at Salem State College, Salem, Massachusetts.

Date: Tuesday, 12 November 1970

Location: The demonstration was held in the Lecture Room A and B of the Student Union Building at Salem State College.

Attendance: About 35 persons, most of them English faculty members, attended the demonstrations held continuously from 10:00 A.M. and 12 noon and from 1:00 P.M. to 4:30 P.M. Another 20 or so undergraduate students came but many seem to be vaguely curious and not really interested. There was a good representation of librarians and school officials from Brookline, Marblehead, Gloucester and nearby community colleges. Students were staging a strike during the hours of the microfiche demonstration and the shouting, the noise of the loudspeakers, and the over-all tension distracted immeasurably from the presentation.

Reaction: The reaction was favorable, both for the reader and the microfiche concept. School officials in attendance were ERIC users and were enthusiastic about the ERIC services. Most of the visitors said they would buy the reader. Many would like to see their own research projects on microfiche and out-of-print materials.

Suggestions: Here again, Salem State College was a very poor choice, since it is basically for business education. There is no foreign language department and no second languages are offered. The English faculty's primary goal is to train teachers for elementary school teaching of reading and composition. Parking was difficult. Also, Salem State College is inconveniently located away from other smaller junior colleges. I feel a second showing in the Boston area (to accommodate the neighboring schools and colleges) would have been a wiser choice.

15 November 1970

Memorandum

Tour No. 9 C

Dolly D.Svobodny

Subject: Demonstration of MLA abstract system and microfiche reader at Brown University, Providence, Rhode Island

Date: Friday, 13 November 1970

Location: The demonstration was held in the Horace Mann Building, Room 308, one of the classrooms of the English Department. Professor Andrew J. Sabol was a considerate and cooperative host who assisted in the demonstration and helped in publicizing the event. Since Brown University is a compact and well-organized campus, the site was a good one and elicited a good audience.

Attendance: About 25 persons came to see the reader and learn more about microfiche. Almost all of them were from the English and Foreign Language Departments of Brown, the University of Rhode Island (Kingston) and Pembroke College. There were several foreign students.

Reaction: Extremely favorable. The audience reacted enthusiastically to the reader and to the microfiche concept. Many of the persons are key individuals in the English and Foreign Language areas and will be important microfiche users. Participants liked the reader. Many of them would have purchased the reader if it were for sale now.

General Comments: Some valuable suggestions for materials on microfiche were offered and almost all of them are for journal articles, rare books and specialized information. Several professors would like a reader from which they can view microfilm.

MICROFICHE TOUR # 10A

LOCATION: St. Michael's College Library at the University of Toronto

DATE: Wednesday, November 11, 1970

DEMONSTRATOR: Marcia Feingold

Approximately 15-20 people attended the demonstration. The library of the college was centrally located on campus, but due to the fact that I was located in a small room on the second floor of the library I did not feel that the room was conducive to a larger attendance. Unfortunately, the 11th of November was a holiday in Canada and as a result many people were away from the University itself that day.

The overall reaction to the reader was quite favorable. The members were impressed by the practical attributes of the reader and of the fiche and were more than willing to pay $50.00 for the reader. Some were even willing to pay a substantial price above that cost for that or a similar reader.

The members agreed that the fiche were very clear and readable. They were impressed by the clarity and contrast of the fiche, especially the color fiche. The majority of the members preferred the positive fiche over the negative as it was more natural to read in the positive form.

The members were of course interested in what was available on microfiche and many wanted to know if it was possible to request most any work that they needed to be put on microfiche.

Several members inquired about other microfiche readers and they wanted to know if it was possible for the machine itself to make copies of the fiche, and whether certain machines could accept both microfilm and microfiche.

The members enjoyed working the machine themselves. Many were quite surprised that the fiche were that easy to handle and that they were so clear. Due to the lighting conditions of the room a glare was cast on the screen and it was difficult to read several parts of the fiche.

My only suggestion for further demonstrations is that it is important that the demonstrator be located in a central location on campus. I realize that it is not that easy to be so located but naturally it will cut down considerably on attendance. It is also necessary to call several members in the area and at the university to remind them of the demonstration and to encourage them to come and to actually see and work with the reader. I called a few members and in turn they notified their students. I also posted several notices in the library.

The mailing to the members was sufficient but a reminder is quite necessary for a large(r) turnout.

MICROFICHE TOUR #10B

LOCATION: Van Hise Hall at the University of Wisconsin at Madison

DATE: Friday, November 13, 1970

DEMONSTRATOR: Marcia Feingold

The attendance at this demonstration was considerably higher than in Toronto. Several librarians attended and several professors encouraged their graduate students to come. Most of the members remained at the demonstration a good portion of the hour to question me and to use the machine itself.

Van Hise Hall was a distance away from many of the buildings of the University. I therefore called several professors beforehand to notify them of the demonstration. Several notices were posted in the offices of the chairmen of the foreign language and English departments.

The members were extremely receptive to the demonstration and thought that the reader was practical, economical and that it worked very well.

Two people tried to use the ERIC fiche and were disappointed that they were so unclear. In several cases the letters were illegible. They were convinced that it was the reader. I tried to point out that every other fiche was very clear and that the machine was not partial to distorting just the ERIC fiche.

The main questions presented were those of price and those of the availability of works on fiche. Several professors complained that the ordering of many fiche took a long time and that they could not get what they wanted many times on fiche. Several members wanted to know if they could obtain readers that could make copies of the fiche or if they could easily duplicate the fiche.

There were no criticisms of the DASA reader itself.

Most of the members on both of my tours were anxious to know when they could purchase the reader and when the abstracts themselves would go on microfiche.

Microfiche Tour Report - Tour No. 11

Florida State University

Participants: Florida State University, Tallahassee

Location: 240 Student Union Building

Date: 18 November 1970

Demonstrator: Judy Goulding

Attendance: Poor. This is a campus of 18,000; about a dozen people came to see me during the 5 1/2 hour period that I had the machine set up.

Overall Reaction to Microfiche: Curiosity. At the risk of sounding like a New York City Chauvinist, I don't think many of the people on campus--even those who came--were aware of what the reader is and of what its implications are.

Overall Reaction to Low-Cost Readers: Not yet thoroughly convinced that they would be making the best investment in buying one. At the end of a conversation and demonstration, several of the people indicated that they would buy one--or several, as did some English Department representatives. Others, on the other hand, were skeptical, wanted to see the machine developed more--and there was one rather confident young man who insisted that he'd build his own!

Overall Reaction to (and Criticism of) DASA reader: Many people compared it favorably to microfilm machines. They were also pleased by its comparatively low price, the quality of its black and white magnifications, and the simplicity with which it could be used.

Suggested Projects for Microfiche Publishing: None

Reaction to Possible MLA Microfiche Projects: Basically, curiosity and a strong desire to be kept informed of what we might do.

Judy Goulding
2 December 1970

MLA INTER-OFFICE MEMO

TO: Dolly Svobodny

DATE: 7 December 1970

FROM: Warren Born WB

SUBJECT: Reactions to microfiche demonstration

FYI_____ REPLY TO

ON OR BEFORE:

cc:

1. Participants--professors, teachers, graduate students
2. Locations--Duke U., U. of North Carolina, U. of South Carolina
3. Date--18, 19, 20 November 1970
4. Demonstrator--W. Born
5. Attendance--Duke (35), U. of N.C. (35), U. of S.C. (20)

   Lower attendance at U. of South Carolina probably due to location of demonstration in building off-campus. Attendance figure does not include about 20 persons I spoke to at a departmental luncheon: however, reader and fiche were not directly demonstrated to this group.

6. Overall reaction to microfiche--Excellent; advantages of storage and readability apparent. Want to see more relevant material available.
7. Overall reaction to low cost readers--Excellent; immediate market may well be departmental purchase.
8. Overall reaction to DASA reader--Good; size and weight felt to be impressive.
9. Suggested projects for microfiche publishing--Just about everybody has manuscripts they want to get published! Would also like to see more out-of-print books available, particularly holdings of the British Museum.
10. Reaction to possible MLA microfiche projects--General feeling that abstracts would be beneficial. Most, however, see this in terms of library or department purchase.

MLA INTER-OFFICE MEMO

TO:

DATE:

FROM:

SUBJECT:

FYI_____ REPLY TO

ON OR BEFORE:

cc:

11. Other comments--Probably due to orientation to microfilm, most visitors would prefer a reader capable of handling both microfiche and microfilm. Greatest benefit of portable reader would be freeing them from reading in the library.

12. Suggestions for tours and for demonstrations--Larger audiences would be attracted through presentations at language meetings and regional conferences.

Tour No. 13

Microfiche Demonstration Tour
Walter Georgov

To: Rutgers University — November 23, 1970
Temple University — November 24, 1970

Had even a smaller audience than on my previous tour.

At Rutgers only one person came to the morning period and at the afternoon period three librarians from respectively Glassboro, Montclair State and Drew.

At Temple three Templeites came to the morning period and only one but very enthusiastic viewer from Drexel.

Again the DASA reader was well received for its mobility but more than the first trip cost was very important. Again the comment for some kind of reader compatible to both microfilm and microfiche.

ORGANIZED 1883

MODERN LANGUAGE ASSOCIATION OF AMERICA
62 Fifth Avenue, New York 10011 • Telephone (212) 691-3200

'MICROFICHE READER DEMONSTRATION TOUR No. 14
26 November-1 December 1970
Richard I. Brod, MLA Staff Associate
Coordinator, Association of Departments of
Foreign Languages.

On this last tour, the DASA microfiche reader was demonstrated at the Fourth Annual Meeting of the American Council on the Teaching of Foreign Languages at the Biltmore Hotel, Los Angeles, California (26-28 November 1970); and on the campuses of the University of California at Berkeley (30 November); and San Francisco State College (1 December). At Berkeley, the demonstration was held in the library of the English department; at San Francisco State College, in a seminar room in the Humanities, Language, and Literature Building. At the ACTFL Meeting, the reader was exhibited together with readers developed by other manufacturers in a special room adjoining the room used for exhibits and demonstrations of the ERIC system.

At Berkeley, nearly 30 persons attended the demonstration, most of them members of the English and foreign language departments at the University. One or two participants were members of the Library staff, and a few others came from other colleges located in the vicinity. The demonstration at San Francisco State College was attended by only about 12 persons; conflicting campus and departmental activities prevented more from attending. At the ACTFL Meeting, however, an estimated 300 or more persons came through the exhibit area and had an opportunity to look at least briefly at the DASA reader as well as the other machines on display. They also obtained copies of the flyers and other brochures that were available in the exhibit area. Since ACTFL is a national organization, the visitors to the exhibit came from all parts of the United States; the majority, however, came from schools and colleges in the general area of Los Angeles and Southern California. They represented schools as well as colleges, and also libraries.

The general reaction to the the microfiche reader and to the use of microfiche was favorable. A newer and more attractive model of the DASA machine was available for this demonstration, and it made a much more favorable impression on visitors than the older machine had made during prior tours. Most of the visitors were very favorably impressed by the ease of operating and handling the DASA reader and by the quality of reproduction and ease of reading. Many of those who discussed the machine with the demonstrator had had ample experience with microfilm readers, and as a result were convinced that microfiche could become a useful and highly desirable alternative to microfilm. As in the past, visitors' questions were concerned largely with the availability of materials on microfiche.

Response to the MLA's microfiche project and plans to reproduce the MLA Abstract

series on microfiche was also quite favorable and enthusiastic. MLA members were particularly receptive to discussion of the long-range value of microfiche and the microfiche reader to them in their scholarly activities.

ACTFL members proved to be extremely knowledgeable about microfiche, microfilm,and other forms of microreproduction as visual aids, both in the classroom and for the private use of teachers. They also constituted a large and enthusiastic group of potential users and purchasers of microfiche and microfiche readers. Most ACTFL members who visited the exhibit were either already very well familiar with the ERIC system, or they had an opportunity to visit the ERIC demonstration in the adjoining room. The proximity of the ERIC demonstration gave many of them an opportunity to become acquainted with the widespread use of microfiche in educational libraries, and helped reinforce their interest in the project.

Richard D. Rose

ATTACHMENT F

Final Report - OE Bureau of Research No. O-0069

Contract No. - OEC-0-70-2763

Name of Institution: Modern Language Association of America

Project title: A Program to Demonstrate the Uses of an Inexpensive Microfiche Reader, and the Resources of ERIC and other Microform Information Collections.

Project Director: John Hurt Fisher

OE Division: National Center for Educational Communications, Division of Practical Improvement

Individual Preparing this Report: Mrs. Dolly D.Svobodny

Date of Submission: 15 March 1971

Period Covered:1 March 1970 to 31 December 1970

EDUCATIONAL RESOURCES
INFORMATION CENTER
Clearinghouse on the Teaching of
Foreign Languages

MODERN LANGUAGE ASSOCIATION OF AMERICA
62 Fifth Avenue, New York 10011 Telephone (212) 691-2290

14 December 1970

Report on ERIC Exhibit-Workshop, ACTFL meeting, Los Angeles
Prepared by Dolly D. Svobodny

The MLA/ERIC Clearinghouse has sought to develop a combination workshop-exhibit in an attempt to reach three categories of key ERIC users: (1) those who are vaguely familiar with the ERIC program but want to learn considerably more; (2) those who understand theprinciples and objectives of ERIC but find it difficult to utilize ERIC's unique computer-based indexing system; (3) those individuals who are more sophisticated users of ERIC who would like to extend the services to their own classrooms, and who would like to relate the MLA/ACTFL/ ERIC products to their own problems.

These MLA/ERIC goals were successfully achieved during 27-29 November 1970 when such a workshop-exhibit was held in conjunction with the Fourth Annual Meeting of ACTFL (American Council on the Teaching of Foreign Languages) in Los Angeles, California.

About 600 persons, most of them foreign language teachers and administrators in high schools and colleges, visited the ERIC demonstration. Previous MLA/ERIC displays were held in New York (1968) and New Orleans, Louisiana (1969). Staff members observed that many new visitors attended the workshops and that most of the key leaders in the profession attending the meeting sought ERIC personnel for relevant and new information.

The ERIC demonstration was conveniently located in two spacious conference rooms of the Galeria (mezzanine) of the downtown Hotel Biltmore. The main attraction was the eight-panel, elaborate ERIC exhibit made available through the National Center for Educational Communication. In the same room, tables (draped in red linen) were arranged to accommodate the audiovisual equipment used for the workshop, and the display materials describing the ERIC program and the MLA and ACTFL services, as well as the lists and descriptive materials from the Center for Applied Linguistics Clearinghouse on the Teaching of Uncommonly Taught Languages and the Teaching of English as a Second Language. In an adjoining room, considered to be part of the ERIC exhibit, five portable, low-cost readers were displayed as part of the MLA Microfiche Demonstration Project designed to explain the accessibility and uses of microfiche. Visitors to the ERIC display were afforded the opportunity to inspect the readers first-hand and to see more intricate and expensive reader-printers, microfiche-microfilm readers, and desk-size models. Eastman Kodak Company in Los Angeles provided the heavy equipment and the five smaller readers were from (1) DASA Corporation, (2) Taylor-Merchant Company, (3) Bell & Howell Company, (4) Micro Design, Inc., and (5) Micro Scan Systems.

Dr. Jerald Green, Assistant Professor of Spanish, Queens College, Flushing, New York and Jerome Mirsky, Foreign Language Supervisor, Great Neck Public Schools, New York, served as consultants to show the procedure for conducting an ERIC search. Both consultants were loaned microfiche equipment from Eastman Kodak Company and Bell & Howell Company for use in their own classrooms. Several meetings were held prior to the Los Angeles meeting to further assist the workshop participants. The two men were chosen to work in the ERIC show because they both use ERIC and ACTFL services and because they represent both colleges and secondary schools.

The actual workshop was a one-hour presentation on "How to Use ERIC," and featured a 15-minute filmstrip/record entitled "Introduction to ERIC." Overhead transparencies and 33 slides supplemented the lectures by the ERIC consultants in tracing an actual ERIC search on the topic "Curriculum Innovations in Foreign Language Teaching." Beginning with the Thesaurus of ERIC Descriptors, the workshop leaders showed how a general descriptor (CURRICULUM) could lead (1) to a dead end, (2) to too narrow or too broad a consideration, or (3) to a combination of terms (MODERN LANGUAGE CURRICULUM and CURRICULUM DEVELOPMENT) where actual documents on the topic could be found in Research in Education, Current Index to Journals in Education, in the special Clearinghouse bibliographies and lists, in ACTFL Annual Bibliographies, and in other MLA and ACTFL products. As an example of the type of document available in the ERIC system on foreign languages, an article on microfiche discussing modern language curriculum innovations in Wisconsin by Frank Grittner was selected. Warren C. Born, Director of MLA/ERIC, introduced the workshop participants; and Mrs. Svobodny offered detailed explanations of certain technical aspects of the system, the microfiche equipment, and facts about the program. About 300 plastic shopping bags with large-print ERIC labels were distributed to the audience. The bags contained the following printed materials:

How to Use ERIC
RIE Subscription Form
CIJE brochure
Growth and Highlights
The MLA/Clearinghouse brochure
The ACTFL and MLA brochures
A Word about Microfiche (Published by the MLA)
Sample MLA/ERIC publications
CAL Materials
and a sample microfiche.

The workshop sessions were held twice daily during the two-day meeting. The exhibit was open continuously from 10:00 A.M. to 6:00 P.M. Carolyn Monka, Documentation Editor, assisted in the demonstration, and Richard I. Brod, Coordinator of the MLA Association of Departments of Foreign Languages (ADFL), served as demonstrator for the microfiche readers. Dr. Kenneth W. Mildenberger, ERIC Staff Associate, was available during the demonstration for consultation.

During the meeting, many ERIC users requested that similar demonstrations be given at their regional and local meetings or to their teacher training program. Clearinghouse staff plan to adapt the program to local needs and, using the same format, vary the topics chosen. It might be a good idea to have brochures and additional display boards for distribution to smaller meetings and schedule the workshops for the more important sessions, such as the Northeast Conference on the Teaching of Foreign Languages and the teacher training sessions at Middlebury College in Vermont. If funds are available, the Clearinghouse could now have the presentation typed and filmed so that automatic, audiovisual units can be distributed across the country for wider dissemination.

ATTACHMENT G

Final Report - OE Bureau of Research No. 0-0069

Contract No. - OEC-0-70-2763

Name of Institution: Modern Language Association of America

Project title: A Program to Demonstrate the Uses of an Inexpensive Microfiche Reader, and the Resources of ERIC and other Microform Information Collections.

Project Director: John Hurt Fisher

OE Division: National Center for Educational Communications, Division of Practical Improvement

Individual Preparing this Report: Mrs. Dolly D.Svobodny

Date of Submission: 15 March 1971

Period Covered:1 March 1970 to 31 December 1970

ATTACHMENT G (Contract No. OEC-0-70-2763)

Report of Exhibit of Microfiche Readers
Prepared by Dolly D.Svobodny

A demonstration of seven portable microfiche readers from six manufacturers was held 27-30 December 1970 at the New York Hilton Hotel in connection with the Eighty-Fourth Annual Meeting of the Modern Language Association of America. The exhibit booth was sponsored by the MLA, in cooperation with the U.S. Office of Education, as part of a project to demonstrate low cost readers for microfiche use.

Manufacturers represented included: Bell & Howell Company, DASA Corporation, Micro Design, Inc., Microdisplays Systems, Inc., Micro Scan Systems, Inc., and the Taylor-Merchant Corporation.

It is estimated that about 1200 persons visited the booth to learn more about microfiche and to see the readers. Most of the individuals were English and foreign language teachers in four-year and community colleges. The participants reacted favorably to the idea of owning a portable reader and having the MLA materials available on microfiche. Many publishers, most of them from university presses, visited the booth and discussed the possibility of joint ventures in micropublishing.

Each of the manufacturers was represented by an official of their company. The MLA staff assisting in the demonstration were Warren C. Born, MLA/ERIC Director, Mrs. Dolly D. Svobodny and Carolyn Monka of the ERIC staff.